

2011 Council Study Issue

CDD 10-07 Signage for Properties Near Freeways**Lead Department** Community Development**History** 1 year ago Below the line 2 years ago None**1. What are the key elements of the issue? What precipitated it?**

In general, the sign code applies equally across all properties in the City. There are exceptions for specific uses (such as civic signs for the City and readerboard signs for churches and theaters), and an allowance for Freeway Business signs to direct travelers to food, lodging or fuel locations; otherwise, there are no distinct allowances based on location in the City.

This study would consider making unique standards for specific locations in the City. An example would be to allow larger, taller signs along freeway corridors, or electronic signs when adjacent to the freeway.

The sign regulations for primary signage (ground and wall signs) have been studied numerous times since the adoption of the comprehensive update of sign regulations in 1988. This study issue would focus on having specific signage allowances for freeway-oriented locations in the City. The study would review other city requirements to determine methods of providing unique requirements based on location, investigate how to protect against excessive signage, how to maintain safety, and how to create an equitable standard for all businesses in the City. The legal and aesthetic ramifications of any sign code change will be considered as part of the study.

2. How does this relate to the General Plan or existing City Policy?**COMMUNITY DESIGN SUB-ELEMENT**

Goal B: Create an attractive street environment which will complement private and public properties and be comfortable for residents and visitors.

Policy B.3 Minimize elements which clutter the roadway and look unattractive
Action Statement B.3e. Maintain a sign ordinance to assure that signage is attractive, compatible with the district and not distracting to motorists.

3. Origin of issue**Council Member(s)** Swegles, Howe**4. Staff effort required to conduct study** Moderate**5. Multiple Year Project?** No **Planned Completion Year** 2011**6. Expected participation involved in the study issue process?**

Does Council need to approve a work plan? No
Does this issue require review by a Board/Commission? Yes
If so, which? Planning Commission

Is a Council Study Session anticipated?

No

7. Briefly explain cost of study, including consultant hours, impacted budget program, required budget modifications, etc. and amounts if known.

Study would be covered with 234 Planning operating budget. Moderate cost is between 101-299 staff hours.

8. Briefly explain potential fiscal impact of implementing study results (consider capital and operating costs, as well as potential revenue).

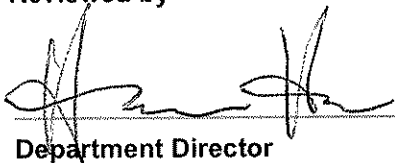
9. Staff Recommendation

Staff Recommendation Against Study

If 'For Study' or 'Against Study', explain

This study was partially initiated as part of the Onizuka Auto Center, but it is no longer necessary since the auto center not moving forward at this time.

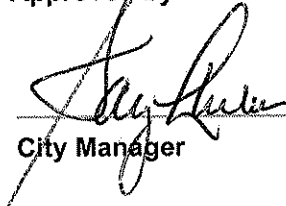
Reviewed by



Department Director

10/27/10
Date

Approved by



City Manager

10-29-10
Date